

**Public Relations Budget**

The public relations budget has been structured to ensure optimum success for Leon County Tourist Development Council. Estimates have been provided based on predicted expenditures, including current projected activities, out-of-pocket expenses and production. These are only estimates, not actual figures.

**October 2002 - September 2003**

**Public Relations Service** **\$ 72,000**

**Public Relations Service**  
(\$6,000 per month x 12 months)

**Public Relations Production**

**Contingency (\$ 1,000/month)** **\$ 12,000**

Pending Board approval following Strategic Planning Conclusion Meeting.

**Media Package Prod. • Distribution** **\$ 1,500**

**Media Relations** **\$ 4,500**

**Feature Wire (1)** **\$ 1,400**

**Z-HITS** **\$ 1,500**

**Media Database** **\$ 600**

**Media Familiarization Programs (2)** **\$ 11,000**

**Media Development** **\$ 5,250**

**Publicity Monitoring** **\$ 5,400**

(\$450 per month x 12 months)

**Meetings Travel** **\$ 300**

**Out-of-Pocket** **\$ 3,000**

(approx. \$250 per month x 12 months)

Copies Postage Shipping Word Processing

Supplies Telephone Fax Travel/Delivery

**PR Total Budget** **\$118,450**

Client Approval: \_\_\_\_\_

*12/31/02*